



— BALTIMORE CITY —
DEPARTMENT OF HOUSING &
COMMUNITY DEVELOPMENT

STYLE GUIDE

FEBRUARY 2019

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The Baltimore City Department and Housing and Community Development's mission is to improve the quality of life for all Baltimore City residents by revitalizing and redeveloping communities and ensuring access to adequate and affordable housing opportunities in safe, livable and decent neighborhoods.

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INTRODUCTION

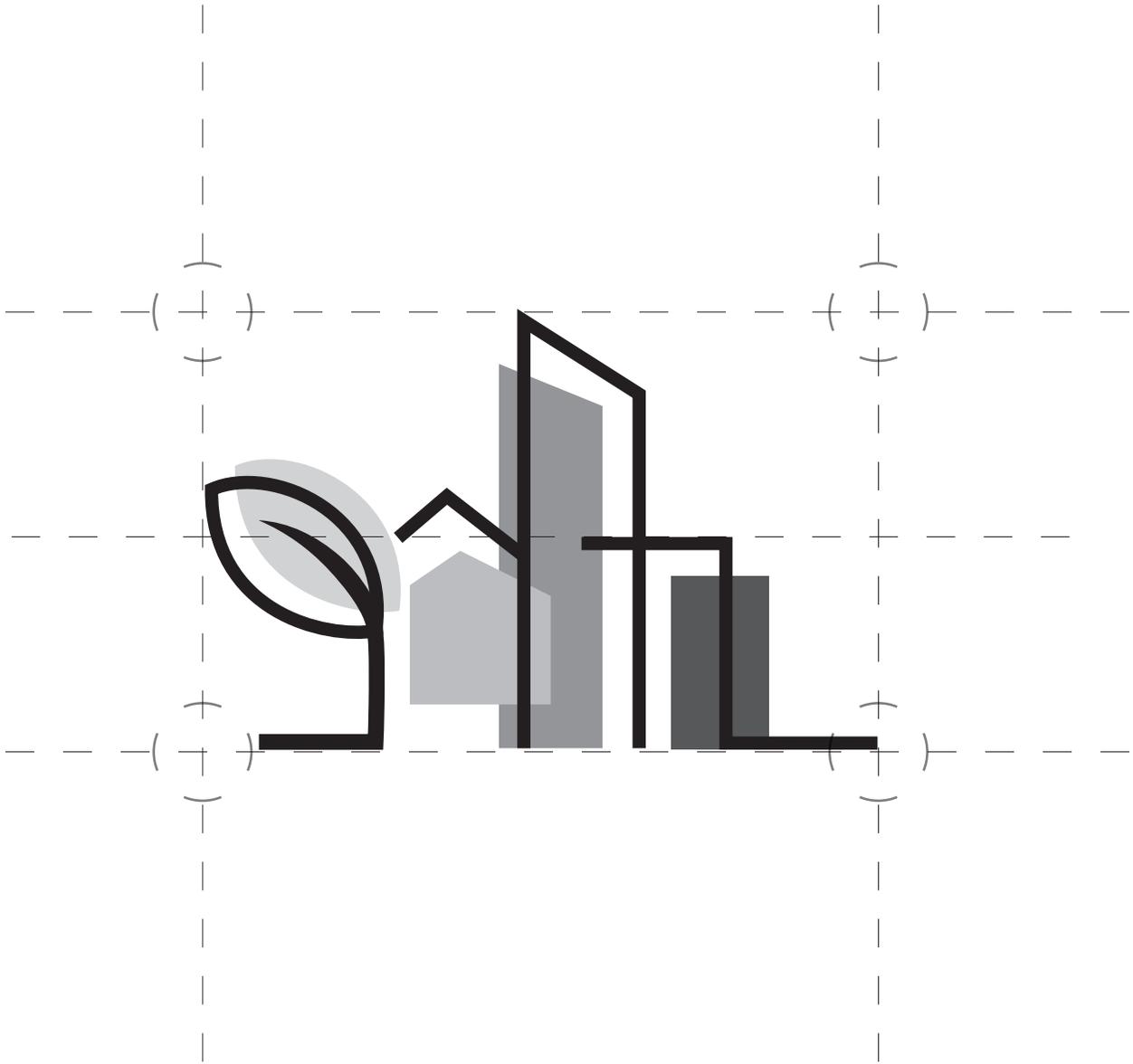
The Baltimore City Department of Housing & Community Development is a new, stand-alone agency dedicated to consolidating local community development efforts with housing and building code enforcement. Previously, a single, umbrella organization known as Baltimore Housing administered all housing matters for the city. Under Mayor Pugh's leadership, this umbrella agency was separated into the Housing Authority of Baltimore City and the Baltimore City Department of Housing & Community Development. As part of the transition, the new agency wanted a fresh, modern look that represents their focus on affordable housing and community development.





LOGO CONSTRUCTION

The Baltimore City Department and Housing and Community Development's logo is a distinctive visual signature that showcases various type of housing and lanscape.



PRIMARY LOGO

LOGO ON WHITE



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LOGO COLOR VARIATIONS



Grayscale on white



White outline
on dark background (reverse)

PRIMARY LOGO

LOGO ORIENTATION



Stacked



Horizontal

MINIMUM WIDTH

It is recommended that the stacked logo be a minimum width of 1 inch for print. The recommended minimum width for the horizontal logo is 1.3 inches.

There is no maximum size defined for this logo.



LOGO CLEARANCE

Always allow a minimum space around the logo. This is also known as exclusion zones.



FILE TYPE USAGE

WHICH FILES TO USE

- Only EPS and PNG formats preserve background transparency.
- EPS format is a vector image, while JPG and PNG are raster images.
- Saving an EPS file as an EPS 8 file should eliminate cross-platform problems and solve uploading issues for programs that require PC coding.
- PNG format is most suitable for web applications.

Refer to the table on this page for detailed usage guidelines.

- ✓ - Recommended File Type
- - Optional File Type

DESIGN APPLICATION	EPS	JPG	PNG
Banner/Signs	✓		
Embroidery	✓		
Excel Documents		✓	○
Online & Emails		○	✓
PowerPoint		✓	○
Promotional Items	✓		
Publisher Documents	○	✓	○
Silkscreening	✓		
Vehicle Graphics	✓		
Video/ Quicktime Movie	✓	○	
Word Documents		✓	○
DESIGN APPLICATION	EPS	JPG	PNG
Adobe After Effects	✓		
Adobe Illustrator	✓	○	
Adobe Indesign	✓	○	
Adobe Photoshop	✓	○	○
Adobe Premier Pro	✓		○
Cinema 4D	✓		
Dreamweaver	✓	○	✓
Microsoft Excel		✓	○
Microsoft PowerPoint		✓	○
Microsoft Word		✓	○
QuarkXpress	✓	○	
WordPerfect		✓	○

LOGO FORMATS

EPS

JPG

PNG

HORIZONTAL LOGO



STACKED LOGO



LOGO MISUSE



DO NOT
put the skyline mark below
the department's name



DO NOT
put the skyline mark to the right
of the department's name



DO NOT
stretch or skew the skyline mark
or words



DO NOT
change the color of the blocks in the
skyline mark



DO NOT
take out part of the
department's name



DO NOT
flip the skyline mark horizontally



DO NOT
add a drop shadow to the
skyline mark



DO NOT
add a glow to the skyline mark

COLOR PALETTE

PMS (Pantone) colors should be used for spot color printing process. Use CMYK for 4 color printing. RGB/HEX should be used for on-screen applications.

BCDHCD GREEN

Pantone Solid 2300 C
R165, G187, B73
HEX #a5bb49

Pantone CMYK 2300 CP
C41, M12 Y91, K0

80%

50%

30%

20%

BCDHCD TEAL

Pantone Solid 7473 C
R28, G168, B157
HEX #1ca89d

Pantone CMYK 7473 CP
C77, M11, Y45, K0

80%

50%

30%

20%

BCDHCD ORANGE

Pantone Solid 1235 C
R253, G183, B36
HEX #fdb724

Pantone CMYK 1235 CP
C0, M31, Y95, K0

80%

50%

30%

20%

BCDHCD RED

Pantone Solid 7524 C
R192, G81, B61
HEX #c0513d

Pantone CMYK 7524 CP
C16, M80, Y80, K9

80%

50%

30%

20%

BCDHCD BLACK

Pantone Solid Black C
R0 G0 B0
C0 M0 Y0 K100
HEX #000000

80%

50%

30%

20%

BCDHCD GREY (SECONDARY)

Pantone Solid 179-12 C
R88 G89 B91
C0 M0 Y0 K80
HEX #58595b

80%

50%

30%

20%

PRIMARY TYPEFACE



Adobe Font (available with Adobe Creative Cloud)

URW DIN

Paragraph / body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

Light

The Baltimore City Department and Housing and Community Development's mission is to improve the quality of life for all Baltimore City residents.

Italic

The Baltimore City Department and Housing and Community Development's mission is to improve the quality of life for all Baltimore City residents.

Bold

The Baltimore City Department and Housing and Community Development's mission is to improve the quality of life for all Baltimore City residents.

Black

The Baltimore City Department and Housing and Community Development's mission is to improve the quality of life for all Baltimore City residents.

SECONDARY TYPEFACE

Google Font

Lato

Paragraph / body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Italic

*The Baltimore City Department and Housing and Community
Development's mission is to improve the quality of life for all Baltimore
City residents.*

Bold

**The Baltimore City Department and Housing and Community
Development's mission is to improve the quality of life for all
Baltimore City residents.**

Black

**The Baltimore City Department and Housing and Community
Development's mission is to improve the quality of life for all
Baltimore City residents.**

BRAND APPLICATION







GLOSSARY

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ads, social media, and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

VECTOR

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality. They are the preferred file format for designers and printers.

RASTER

Raster images are constructed using a fixed number of colored pixels or individual building blocks to form a complete image. They can't be dramatically resized without compromising their resolution. When stretched to fit a space they weren't designed to fill, their pixels become visibly grainy and the image distorts.

PANTONE/PMS

Pantone is a company that created a system for matching colors, specifically used in specifying printing inks.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

HEX

In coding websites using HTML, a color can be specified using a hexadecimal value in the form of #rrggbb.

PDF

PDF is a file format created by Adobe that provides an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.



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